

Great Organ plays at 9, 11 and 4:50
Familiar Melody and Lenten Chimes at 11:55

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER Fair

The Store is Never More Interesting Than at This Season

No Other Strong Hand Today Is So Big as That of

The United States

Both its generous hands are full of corn, wheat, cotton and foodstuffs, which it is not only willing but glad to share, with its other blessings, with the nations of the earth in their present needs.

The spirit of the United States at a time like this is far and above the idea of a mere marketplace. It would be neither mercy nor justice in an individual or a nation to become a profiteer while there is so much suffering, no matter who is responsible for it.

The glory of wealth is to so use it that it will help humanity, and by so doing the individual and the nation will broaden and elevate their manhood.

[Signed] *Joe Wanamaker*

Citizen

April 2, 1919.

A Word About Silks in the Easter Fashion Gowns

Every woman who admired these silks—their richness, color, and in many cases their unusual character—will be interested to know that, with one or two exceptions, all of them may be found, by the yard, in the Silk Store:

Crepes Georgette
Printed Georgettes
Crepes de chine
Printed foulards
Printed foulards
Sports silks

Crepes meteor
Taffetas
Satins
Tricolettes
Sports silks

These all in the new and most fashionable colors are here from \$2 to \$4.50 a yard.

(First Floor, Chestnut)

More Specially Priced Jersey Dresses for Women Each \$25

Ever so many different styles and a list of colors which makes it certain that there is something becoming to everybody—beige, navy, Pekin blue, emerald, browns, tans, black, taupe, henna.

Some of the dresses are made tunics; some have the straight chemise lines, others are slip-on or coat-style. A few are braided-trimmed. Also there is a saving of \$10 to \$15 on every one.

(First Floor, Central)



Women's New Hats For Sports and Other Informal Wear

You couldn't call a great, shady brimmed hat of sky blue crepe, with a facing of white straw and a lovely bow of glistening satin ribbon, a sports hat, and yet it isn't exactly a dress hat. But it is a hat to wear with thin Summer frocks or pretty afternoon dresses. And there are ever so many more like it in the Gray Salons—hats of fine cotton crepe or of linen, or organdie or silk, quite simply trimmed and deliciously Summer-like in effect.

But there are plenty of new sports hats—the new sailors, for instance, of those shiny novelty straws that are the fad now; new mushrooms in varying sizes; new small and large hats of all styles and many colors and ever so many straws and useful for no end of wear.

\$10 to \$28.

(Second Floor, Chestnut)

A Stunning New Cape for Older Girls, \$37.50

Is of a fine twill in that new, soft gray-brown shade which is so fashionable, and in a deep blue.

It is a dress cape and fits very well over the shoulders, where two set-in pieces give it just the right lines. The new collar ends in a long throw tie, which is finished with a deep silk fringe. A rich striped silk lines the cape, and there is a narrow belt to define the waist line.

14 to 20 year sizes—\$37.50.

(Second Floor, Chestnut)

Young Women's Serge Dresses Reduced to \$15 and \$17.50

Dresses of navy blue in quite a number of attractive styles that have been considerably more expensive.

They are broken in sizes and styles, but the choosing is good. Some are braided-trimmed, and all are in early Spring styles.

And such dresses as these are particularly useful as well as becoming to most girls.

14 to 20 year sizes.

(Second Floor, Chestnut)

Specially Priced Waists

White voiles of ever so many different kinds for \$1; voiles and satins at \$1.65; and the inevitable Georgette crepes and crepes de chine in delicate colors and white at \$1.85 to \$5.

(East and West Aisles)

THE DISPLAY AND SALE OF EASTER FASHIONS CONTINUES



EVER so many lovely new things have arrived for tomorrow—more evening gowns of the most artistic type; more satin and moire gowns of the kind that can be worn on the street with furs; more of the gay and graceful little printed chiffons, often with their patterns picked out with beads; more foulards, both veiled and plain. Nothing could be more charming or more wearable than these new things.

(First Floor, Central)



French Colored Handkerchiefs Just in Time for Easter

And right down in their heart of hearts, most women would rather have these exquisite bits of sheer linen than almost anything else you could give them.

There is something about the soft tone of the colored borders that stamps them at once as from Paris. Some even have the colors woven in.

Prices range from \$1 up to \$10 each; in the higher figures the handkerchiefs are hand-spun.

Glove-sized colored French handkerchiefs are 65c each.

There is still time before Easter to have the embroidery done. And there are fascinating egg-shaped boxes to tuck the handkerchiefs in to make the gift even more attractive.

(Main Floor, Central)

Certain Silks Whose Prices Are Much Below Their Quality

Silks, every one of them, that women are asking for now because they enter so largely into the making of warm-weather dresses, blouses and underwear.

We were able to buy these same silks at the most favorable time, hence the saving in the prices.

A new and very beautiful white wash satin, 1 yard wide, for only \$1.50 a yard. Not a large variety or quantity.

Striped Japanese tub silks, extremely good at \$1 a yard.

Polka-dot silks but only in navy blue or Gobel blue and only one size dot, 40 inches wide, \$1 a yard.

A belated shipment of 300 yards of white Japanese silk broadcloth, schappe warp and silk weft, at \$1.65 a yard. This is a remarkably popular silk and it is much less than usual.

(West Aisle)

Madame Lyra Corsets

Two new models—One of pink coutil designed particularly for full figures. It has a very long skirt, very low bust and tricot elastic gores to give comfort. Price \$8.50.

The other of fancy pink material light weight, with low top, for slender figures. Price \$5.50.

(Third Floor, Chestnut)

Envelope Handbags That Are Noted for Roominess

The capacity of these envelope books is equal to that of many a good-sized handbag of regulation shape. They have gussets in the ends and the pocket inside has gussets. Moreover, there is an inner-frame compartment also.

Made of an excellent grade of black-pin seal and rather remarkable value at \$5.

(Main Floor, Chestnut)

Dear Little Creepers and Rompers

that are useful for small girls as well as little boys, are among the new things in the Children's Wear Store.

Some are of cotton crepe, some of sturdy chambray, and others of cotton poplin. The colors range all the way from soft greens and tans to sky blue and rose color. Some have white collars and cuffs, some have white yokes and colored bloomers, some have tiny, pleated frills, some have colored hand-work and embroidery.

\$2 to \$5.95—1 to 4 year sizes.

(Third Floor, Chestnut)

The Aristocrats Among Gingham Are Very Popular This Spring

They are, of course, the fine Scotch gingham from David and John Anderson, and there are no better wearing or more beautiful gingham made.

The counter where these gingham are sold is one of the busiest in the entire Dress Goods Store and there is a splendid assortment this year.

Plain colors to use in combination, large and medium size plaids, small checks and medium checks, narrow and wide stripes and in every possible color anybody could want. All are \$1.25 a yard.

(First Floor, Chestnut)

New Books—Chiefly Fiction

"Love Time in Picardy," by William Addison Lathrop. \$1.50.

"Jim: The Story of a Backwoods Police Dog," by Major G. D. Roberts. \$1.50.

"Running Eagle," by James Willard Schultz. \$1.35.

"The Old Gray Homestead," by Frances Parkinson Keyes. \$1.50.

"The Second Bullet," by Robert Orr Chipperfield. \$1.50.

"Tales of Secret Egypt," by Sax Rohmer, author of the Dr. Fu-Manchu stories. \$1.50.

"Judith of the Blue Lake Ranch," by Jackson Gregory. \$1.50.

"The Adventure of Life," by Robert M. Mackenna, M. A., M. D. The reflections of a man scientifically trained, and who has served during four years of war. \$1.25.

(Main Floor, Thirteenth)

TWO new styles of crepe de chine shirtwaists are in—both rather simple, one with dangling buttons and one with a frill. Prices are \$6.75 and \$6.85.

(Third Floor, Central)

EVERY imaginable sort of bead for the bead necklaces which are having such a vogue will be found in the Oriental Store at 20c to 30c for each bead. Rather good necklaces are of imitation jade beads at \$1.50.

(Fourth Floor, Chestnut)

Little Girls' Parasols, Special at 50c to \$1.50

Gay little sunshades of pretty cottons and silk-and-cotton materials in ever so many good styles—all at prices below regular.

Plain colors, figures, checks, even plaid gingham are in the assortment. Some are ruffled, some hemstitched and some have fancy borders.

Finished with wooden handles and silk loop cords to carry over the arm.

(Main Floor, Market)

Just Think of Real French Kid Gloves for \$2 a Pair!

Their soft, pliable skins and dainty making all betray their French origin, and to get them for \$2 a pair is fortunate indeed. They are in all white or black with black or combination embroidery, and tan with combination embroidery.

Specially good are washable capskin gloves at \$1.65 a pair, in tan or champagne color, with combination embroidery.

(West Aisle)

In a Man's Interest

Nobody holds an exclusive patent on the making of the finest kind of men's clothing, but it is just as true that some suits in particular are distinctly finer in all respects than others.

When any man feels himself ready for a new suit of the distinctly finer kind, he will find us ready to serve him with it.

For youths, students and men in the twenties we have waist-seam suits that are something of a marvel in their lines and make-up. Prices for these, \$28 to \$50.

The entire stock ranges from \$28 to \$65.

Spring overcoats with every point of excellence, \$35 to \$50.

(Third Floor, Market)

Men Are Invited to Try to Match These \$7 Shoes

Dark tan and dull black calfskin on English lasts or with somewhat wider toes, and black glazed kidskin with full round toe.

All straight lace models.

You probably won't find any other \$7 shoes to match them in style, and certainly not in material and workmanship.

(Main Floor, Market)

Men's Silk Half Hose "Seconds" 35c, Three Pair for \$1

1800 pairs in black, white, navy, gray, champagne and dark mahogany color.

We are selling first-grade goods of this kind at almost double this price.

(Main Floor, Market)

Men's Spring Shirts of Uncommon y Good Design

It must tax the ingenuity of shirt designers to get anything new in a striped pattern, considering that such patterns have been seen in the vast majority of shirts for years.

But in these new Spring shirts of fine woven madras the designs are decidedly different and altogether pleasing. All soft-cuff negligee shirts of the sort men are choosing right now.

Price \$2.65.

(Main Floor, Market)

Men's Union Suits Special at 85c

Nainsook suits in athletic style, just the kind and weight that so many men are buying now.

85c is a very low price for them.

(Main Floor, Market)

Odd and Occasional Pieces Are Many in the Half-Price Selling of Living-Room Furniture

There are at least two hundred of these odd or novelty pieces in the Sale, and the variety represented is remarkable. Every piece has the charm of novelty or utility or both to commend it—and, along with that, the additional attraction of being marked at exactly half the former price. These are typical examples:

\$3.50 for a brown oak phone stand, no stool.
\$4.75 for a brown oak folding table.
\$5.75 for a mahogany phone stand, no stool.
\$7 for a brown birch book trough.

\$7.50 for a brown birch folding table.
\$8 for a brown birch stand, 22-inch top.
\$8.25 for a mahogany phone stand, no stool.
\$10.50 for a brown birch magazine rack.

\$12 for a blue enamel nest of three tables.
\$14 for a brown birch nest of three tables.
\$15 for a brown birch phone set.
\$18 for a brown birch console table.
\$21.50 for a brown birch drop-leaf table desk.

\$27 for a brown birch console table.
\$30 for a brown birch table desk.
\$37 for a brown birch bookcase with drawer.
\$38 for a brown birch spinet.
\$43 for a brown birch bookcase with two doors.

(Fifth Floor)

Turkish Towels, \$1 Each—Special

Full bleached, heavy, absorbent and in a generous size, 24x46 inches, all with hemmed ends. Taken from our own stock and reduced to a very attractive special price—\$1 each.

(First Floor, Chestnut)

Wool-Filled Comforts, \$7.50—Near Half Price

Covered in figured sateen and with plain sateen borders.

(Sixth Floor, Central)

There Is a New Fire Gun for \$12 That Might Save the City

This is a highly improved, dependable, efficient fire extinguisher of the piston type, suitable for the office, for the home, for the automobile and for the boat.

Three inches in diameter, 18 inches long; weight, 7 1/2 pounds; it is a distinct improvement and is highly recommended.

(Housefurnishings, Fourth Floor, Market)

Beautiful New Sterling Silver But Inexpensively Priced

There are many people who want just this combination, and it is for them that this silver has been created.

The designs are simple but dignified, in some cases absolutely plain, in others a pierced border. Every piece, however, is of good, substantial weight and all are sterling in quality.

Sandwich plates, \$26, \$28, \$38 and \$40.
Comportes, \$28 and \$34.
Square cake or cracker bowls, \$30.
Cake or roll baskets, \$42.
Breakfast-roll dishes, \$21 and \$27.
Square-pierced baskets, \$32 and \$34.

(Jewelry Store, Chestnut and Thirteenth)

Fine, Fresh, Clean, New Domestic Rugs

When you buy a new rug you want a NEW rug—not one that is dull and faded and shows the effect of much handling. Even at greatly reduced price a shabby rug has no attraction for people with a pride in their home.

We have a large stock of fine, fresh rugs in the season's new designs and priced well below the market.

High-Grade Wilton Rugs

9x12 ft., \$89 and \$98.
8.3x10.6 ft., \$87 and \$97.
Standard Wiltons
9x12 ft., \$49 and \$69.
8.3x10.6 ft., \$67.

Axminsters

9x12 ft., \$32 and \$39.
8.3x10.6 ft., \$37.

Rag Rugs

9x12 ft., \$11 and \$15.

(Seventh Floor, Chestnut)

"Get the Best and Be Sure" Is a Good Rule When Buying Suction Cleaners

Now, when all the houses in Philadelphia and roundabout must be cleaned at once, the Superb Electric Suction Cleaner comes into its own.

The business of making suction cleaners has been a business of wondrous experimentation.

Starting out with high-priced affairs that were too heavy to carry around and that the average housekeeper considered beyond her reach, they next went to the other extreme and came down to cheap "jim-cracks" that would kick up a great flutter and do little actual work.

Then the real engineers got to work, because they realized that great public needs must be met.

Finally was evolved the Superb Suction Cleaner, rapid, powerful, durable, so light that your little daughter can push it around with ease, so effective that it thoroughly cleans and renovates a 14-inch width of carpet at every sweep, so carefully made that it "never takes a bite out of the carpet" and leaves the most delicate pile unharmed.

The Superb is priced at \$70 and is worth the money, because with proper care it should last a lifetime.

(Fourth Floor, Central)

Useful Toilet Articles Small Priced

Such things as are needed in most households are these good toilet helps—all at interesting prices—

Which hazel, 35c and 65c a bottle.
Hair brushes, 50c to \$2.25 each.
Violet ammonia, 20c and \$35c a bottle.
Nail brushes, 18c and 25c.
Tooth brushes, 15c and 25c.
Lilac and wistaria vegetal, 75c a bottle.
Shaving cream, 18c.
Hair tonic, 50c a bottle.
Face powder, 50c.
Rice powder, 25c.

(East Aisle)